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Volume V

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Number 3

**Southern Mercantile Genius
W. M. Belk Memorialized as**

Belks Give PC \$125,000

A PLEDGED gift of \$125,000 to Presbyterian College has been announced by members of the Belk family and their business associates in the Belk mercantile organization in South Carolina and Georgia.

Dr. Marshall W. Brown, president of Presbyterian College, said this amount is being given to the development program in memory of William Henry Belk, outstanding Presbyterian Churchman and nationally famed mercantile leader who founded the great Belk system. He died in 1952, at almost 90, after giving personal direction to his organization for 64 years.

As spokesman for the group, Vice President Irwin Belk issued this statement from his Charlotte office:

"This Belk gift is an additional evidence of progress in this far-sighted movement in aid of this worthy Presbyterian institution, owned and controlled by the Presbyterian Synods of Georgia and South Carolina, from which so many distinguished graduates have made a great name for the South and the nation in church, civil and military leadership."

W. H. Belk, during his lifetime, and many of his associates over a long period of years have been active supporters of Presbyterian College and other church-owned and church-supported educational institutions. The pledge of \$125,000 is part of the general program of the Belk interests in furthering collegiate education under the control and guidance of the Christian churches of this area.

President Brown said this gift represents the largest single donation made to the Presbyterian College development program, which was launched in 1955 and which already has realized more than one million dollars. He added:

"It is, indeed, a fitting memorial to William Henry Belk, a native South Carolinian whose lovely Christian character was reflected in both his personal and business life. A staunch Presbyterian, he generously supported the agencies of this denomination and made of his life a true witness for Christ."



'Every Job A Christian Vocation'

HIGH SCHOOL young people of South Carolina, increasingly serious in planning for their future roles in life, beat a steady path to the door of the Presbyterian College Guidance Center.

More than 500 have gone through the Center in the past 18 months, and a long waiting list exists for future appointments. Most of these students, of course, are Presbyterians living within this state. But they also come from Georgia, Florida and North Carolina, and some of other denominations.

Why do they come? Do they find the answers they seek?

It has been said that the key to the happiness and achievement of most people ultimately is wrapped up in two factors:

1—Performing the work each one enjoys and is best suited to do.

2—And realizing that this occupation, no matter how varied, may be a means of real Christian service. Every man's inner search for eternity does not take the route of minister or missionary.

The Vocational Guidance Center was established at Presbyterian College in 1954 to help young people in these two important areas as they begin to shape their plans for the future. It is part of a broad pro-

gram conducted throughout the South by the Presbyterian Church, U.S.

Although increased emphasis has been placed on vocational guidance generally since World War II, this program by the Southern Presbyterian Church represents one of the most ambitious and far-reaching efforts being conducted by any large organization. Spearheading the Presbyterian leadership in this field is South Carolinian Dr. Hunter Blakely, a native of Lancaster and former president of Queens College who now serves as secretary of the division of higher education within the Board of Christian Education of the Presbyterian Church U.S. And the head of this Board of Christian Education is Dr. Marshall C. Dendy, a Presbyterian College graduate.

Nine Centers Operating

Nine Presbyterian guidance centers currently operate under the general supervision of Dallas H. Smith. They are situated from Virginia to Texas, and other centers are being planned on strategically located campuses.

As in the eight other states, Presbyterian College operates its Guidance Center in cooperation with the Synod of South Carolina. Local churches are the "grass roots" representatives, encouraging their young people to avail themselves of this program and assisting with necessary preliminary work.

The PC guidance center is situated in a suite of offices on the second floor of the college's new \$250,000 student center. It is under the direction of Dr. L. B. Pope, a trained counselor who holds a doctorate in this field.

The guidance program is built around a series of tests and interviews. It does not offer a magic formula for success, nor does it often uncover hidden talents previously unknown to the individual. The program can, however, provide accurate information about oneself, his individual abilities and interests. It serves to clarify faulty attitudes, correct erroneous personal judgments about oneself, and to provide useful tools for thinking about jobs.

Because this work is an intensely personal thing, varying from individual to individual, Dr. Pope endeavors to give each person as much direct attention as possible. He prefers to carry students through the Center in groups of three, following a two-day schedule of activity for each group.

Program Begins in Local Church

The first step in guidance procedure begins at home. Here, under the direction of the local minister, and the church vocational aide, the student reads a series of booklets to provide a background for the program.

During the two-day period at the Center, five special tests are given. They differ from school tests, and no one ever "flunks". Rather, they are designed to give an objective view of the individual. These tests are:

1—Interest test—to show a person's interest in mechanical, computational, scientific, persuasive, artistic, literary, musical, social service, clerical and other areas.

2—Personality test—to indicate the adaptability

Dr. L. B. Pope, director of the Guidance Center, interviews Pat McLaurin of Columbia, S. C., after one of her tests.



*... says the Presbyterian
College Guidance Center
in providing real service
to the youth of our church*

to home environment, health, and social and emotional adjustment.

3—School and college ability test—to measure individual ability in mathematical and verbal fields.

4—Intelligence test—to measure the general intelligence of a person, his capacity to learn and reason.

5—Aptitude test—to determine whether the individual has a natural aptitude within a specific field. Different tests are available in almost every field, including business, law, medicine, engineering, mathematics, music, science and others.

Of these tests, Dr. Pope explained:

"Usually we do major aptitude testing in two fields, after giving the interest tests to find the areas of greatest interest. Sometimes the individual may have revealed an interest in a certain field but is not strong enough here to make it a vocation. This may become the area of his avocation as the person concentrates upon his strongest field."

Counseling Is Key Part

Interviews also compose an important part of the guidance routine. Dr. Pope pointed out that he tries to counsel each student three times, at various stages during his stay. The director already has a broad background of information from various forms filled out by local church and school officials. To this he adds the data interpreted from the various tests to establish the pattern of his counseling.

In the final or terminal interview, the counselor discusses the meaning of the test results and recommends the general field best suited to the interests and abilities of the individual. He does not recommend specific occupations. This interview may also include help in planning toward the goal, suggestions for securing employment or for seeking admission to college.

"This entire program is conducted in an atmosphere of complete confidence," Dr. Pope emphasized. "I must have the confidence of the individual in gaining information necessary to advise him properly, and I, in turn, honor his trust."

High School Students Urged to Attend

The main emphasis has been placed upon having high school students—preferably those in the 11th and 12th grades—take advantage of this program. But it is by no means limited to these young people. Numbers of college students make use of the program. Persons who have "failed" in college and returned service veterans undecided about the future are considered emergency cases for counseling. And even adults, undecided in making job changes, may find it helpful.

Maximum effectiveness through vocational guidance, said Dr. Pope, can be obtained when a student starts the program during his junior year in high school and returns for further counseling later. In this way, the individual obtains skilled guidance



Testing is an important part of vocational guidance. Shown here in the sound-proof testing booth of the PC Center are, left to right: Diane Cook of Columbia, S. C.; Bill Francis, PC student from Charleston, S. C.; Pat McLaurin of Columbia; and Paul Arrington, PC student body president from Charlotte.

when he most needs it and when he may start making specific plans for college study. Continued counseling, at intervals through college, should give additional confidence and balance to the individual as he prepares to enter his vocation.

Presbyterian College has operated its Guidance Center since September, 1954. Popular from the start, it has grown steadily in the esteem of pastors, parents and students alike. Frequent letters give ample testimony to the high regard in which it is held. But the sincerest tribute of all comes from those persons who—feeling that they have been helped by the program—send their friends and relatives to the Center.

There are almost as many variables as there are individuals. Whatever the final choice of occupation, however, the Presbyterian College Guidance Center has one vital theme consistent in all cases:

Any worthwhile work can become a Christian vocation if a person seeks to find and use his talents where God needs them most and can use them best in the world of work.

Showing the library of guidance literature to Diane Cook (right) is Mrs. G. B. Goldsmith, Guidance Center secretary.



Living Endowment Program Resumed This Year

In Spring Series

Theologian, Singer, Senator Head List of Campus Visitors

A WORLD-RENOWNED theologian, a talented singer of folk songs and one of South Carolina's U. S. Senators will visit the Presbyterian College campus as part of the spring program to present prominent speakers and artists.

Dr. John Baillie, dean of the faculty of divinity at the University of Edinburgh (Scotland) and principal emeritus of New College, will appear for a series of lectures on March 1-4.

Senator J. Strom Thurmond is scheduled for the feature address of International Relations Week. He will speak on April 10 as part of the week-long program.

And on April 13-15 Eugene Jamison will present his program of folk music and will talk on the inter-relationship between the folk arts and other fine arts.

An earlier announcement carried the names of the six prominent speakers who will lead the discussions during annual Religious Emphasis Week on March 10-14. Other speakers also will appear from time to time to give the Presbyterian College student body a full slate of spring lectures.

THE LIVING ENDOWMENT, Presbyterian College's annual giving program for alumni and friends, is being resumed full-scale this year.

This program was suspended during the three-year period of the Diamond Jubilee Development Campaign (1955-58), to which alumni and friends gave more than \$1,000,000.

With the capital gifts drive now ended and buildings rising in its wake, the Living Endowment will seek smaller annual contributions to help with the current operations of the College. This program, which gained increasing support until suspended in 1955, operates on this principle:

Few alumni and friends can give large capital gifts for endowment investment. They can, however, through this annual fund give amounts equal to the interest on capital gifts. Thus, every donor sharing in this endeavor helps to create a "living endowment".

Under the Living Endowment program, for example, a \$5 gift equals the annual return on \$100 invested at 5 percent; a \$50 gift, the annual return on \$1,000. And these funds serve the same useful purpose as invested endowment income in helping to meet urgent needs in the face of mounting costs of operation.

Donors may earmark their gifts for scholarship aid, for any specific department, for athletics or for unrestricted use. Each contribution will become an important part of the overall College program.

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Clinton, South Carolina



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